

Everything Turning Gloomy For Concerned Innkeepers

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THE TORRANCE HERALD

By REYNOLDS KNIGHT

The traditionally jolly innkeeper is anything but jolly these days when he's looking over his hotel's financial books. Nationally speaking, the hotel industry has not really prospered for any sustained period since World War II, although various innovations and promotional moves have kept it from sinking deeply into red ink.

Hotel men are concerned currently because of two trends they are finding difficult to combat: a general lessening in business (room occupancy in 1962 was 61 per cent of the maximum possible, lowest in more than 20 years), and rising operation costs in wages, taxes and the like.

Operators of the big hotels aren't just crying into their towels, however. Many of them are advertising at record rates, and actively selling their facilities for large-scale business, such as group tours and industry conventions.

IN NEW YORK, two new hotels with ultra-modern equipment have been opened in the past year, stimulating competition in this large market.

But over-all, it would appear that a long up-hill struggle lies ahead if the nation's hotels are to enjoy a "comfortable" level of profits.

FOR THE GIRLS—Retailers across the country are crank-

Chapel Theatre Student Exhibit Now on Display

A student art exhibit is currently featured at the Chapel Theatre in Torrance.

Students of Gordon Wagner, who has had 33 one-man shows in major museums and received 75 awards, are exhibiting in the theater's auditorium art exhibit.

Student artists are Victoria Jones, Toni Galt, Ruby Smith, June Anderson, Mary Wilson, Glenna Gilbert, Elizabeth Walters, Henry Marks, Lee Siteman and Bea Anderson.

It's a woman's world, and the California State Fair and Exposition, Aug. 28 through Sept. 9, will feature everything from fashions to flowers in its gala 13-day run in Sacramento.

ing up for their traditionally sizable piece of the back-to-school business. While the boys constitute a sizable portion of back-to-school business, the bulk of the spending will be done by the 10,685,000 teen-age girls going off to school this year. And on the basis of this, a good season is expected by both retailers and manufacturers.

These young ladies, the now grown products of the post-war baby boom, have created a new demand for wearing apparel, which in turn has created new outlets. One of these new outlets is the variety store, which used to be thought of only as a fount of "five and dime" merchandise.

WOOLWORTHS', for example, has gone into ladies ready-to-wear extensively and successfully. Lloyd F. LaBarre, supervisor of buyers for the company, explains that it began with women's apparel on a limited basis.

"Customer acceptance was excellent and this has encouraged us to further expand and upgrade our lines each year. This we have expanded again with many new items aimed at the style-conscious teen-age market, and expect one of our best seasons," Mr. LaBarre adds.

TIRES 'N TEENS—As competition increases throughout industry—not only for the sale of products but for the brains to develop and manufacture them—more and more companies are pulling out the stops to make sure that the leaders of tomorrow are familiar with their particular endeavors.

The B. F. Goodrich Co. for example, which for the past few years has had a film program directed at high school students outlining safe driving habits and the company's contribution to America's space efforts, has just put in the can a third film, this one in color.

THE NEW film, called "Tommy Looks at Tires," takes the viewer on a guided tour through a modern tire factory. It highlights research, development and testing and points up the care and attention that goes into modern tire design and construction.

The 20-minute movie enlivens what might have been a simple documentary by intro-

ducing a domestic situation frequently encountered in American homes—a teen-age driver, his first car, and his father's concern for his safety. BFG says that for motorists who often take tires for granted, the film makes clear the vital relation of tires to highway safety.

THINGS TO COME—A big dairy company is launching through food stores a new low-fat cheese, similar in characteristics of cream cheese but with

30 per cent less butterfat. . . . An elastic type bandage that holds itself in place without hooks or clips has been developed by a New Jersey company. . . . For the musically inclined youngster, an electric guitar having six strings and a battery-operated amplifier will be on the market in the next few weeks.

QUEEN'S CURRENCY—Unlike the U. S., where bills of \$20 and \$50 denominations are circulated on a sizable scale,

Britain's government hasn't issued a bill of more than five pounds denomination (about \$14) since World War II. Now, however, Britishers can look forward to totting more impressive looking billfolds: a 10-pound note will go into circulation early in 1964, according to reports from Her Majesty's government.

BITS O' BUSINESS—Newest product to be offered on a wide scale through vending machines is ladies' stocking: a

textile company is moving to market two types of nylons, both at \$1 a pair, in public places in major Midwest cities. . . . Production of color television receivers has more than doubled from the 200,000-set total of 1960, with output for the current year estimated at slightly over 500,000 sets. . . . Total personal income for the nation in June rose to a record annual rate of \$462 billion as higher wages and salaries accounted for most of the gain over May.

Summer Classes For Teenagers Remain Open

Summer classes for teenage girls are still available, the Torrance Young Women's Christian Assn. announced this week.

Classes still available include a charm class, pep squad instruction, and bicycling trips to nearby points of interest.

Interested teenagers are asked to contact the YWCA at FAirfax 0-2255 for additional information.

\$13 Million Net Profit Reported

Pittsburgh Plate Glass Co. has reported a second quarter sales of \$205,296,000, an increase of more than \$29 million over the same period last year. Earnings for the quarter were \$13,541,000, or \$1.28 per share.

The increases were, according to president David G. Hill, due to the inclusion of sales operations not included in last year's report.

IT'S FREEZER STOCKING TIME!

FROZEN FOOD Sale

Market Basket

PRICES EFFECTIVE THURSDAY THROUGH SUNDAY, AUG. 1-4

ROSARITA FROZEN BEEF TACOS PKG. **39¢**

ENCHILADA DINNER COMBINATION PLATE MEXICAN DINNER YOUR CHOICE EACH **39¢**

SIMPLE SIMON FROZEN PIES YOUR CHOICE OF APPLE, BOYSENBERRY, CHERRY OR PEACH EACH **25¢**

TIP TOP FROZEN ORANGE DRINK 6-OZ. CANS **7 \$1.00**

HAWAIIAN PUNCH FROZEN JUICE BARS CTN. OF 6 **39¢**

PILLSBURY "ALL FLAVORS" REFRIGERATED COOKIES 2 PKGS. **89¢**

Market Basket Top Quality Meats

U.S.D.A. GRADED CHOICE BEEF CHUCK ROAST BLADE CUTS LB. **33¢**

CHUCK STEAK LB. **37¢**

ROUND BONE SHOULDER STEAK LB. **49¢**

BONELESS FAMILY STEAK LB. **77¢**

BONELESS STEWING BEEF LB. **69¢**

BONELESS SHOULDER ROAST LB. **69¢**

BONELESS BRISKET LB. **89¢**

FRESH GROUND BEEF LB. **35¢**

FRESH GROUND SHOULDER LB. **59¢**

FRESH GROUND ROUND LB. **69¢**

Market Basket Delicatessen

SUPERIOR 4-OZ. TAMALES 10 IN BAG **\$1.00**

HYGRADE READY MADE HAM SANDWICHES 9 IN BAG **95¢**

MARKET BASKET ALL BEEF SLICED BOLOGNA 6-OZ. PKG. **29¢**

ROUND OR SQUARE 1-LB. PKG. **49¢**

MORRELL'S PRIDE FRANKFURTERS 10-INCH **49¢**

SPORTS FRANKS 14-OZ. PKG. **49¢**

MONTEREY JACK CHEESE LB. **59¢**

MARKET BASKET GELATIN SALADS 14-OZ. CTN. **29¢**

MARKET BASKET

MARGARINE 1-LB. CTNS. **2 25¢**

BEST FOODS REALLY FRESH

MAYONNAISE QT. JAR **49¢**

DOLE PINEAPPLE JUICE 3 46-OZ. CANS **69¢**

MAKES SO MANY GOOD THINGS GREAT FOR SHORTCAKE!

BISQUICK 40-OZ. PKG. **35¢**

HILLCREST —28-OZ. CAN **TOMATOES** **15¢**

PRINCESS AQUA OR PINK 2 REG. BARS **35¢**

ROYAL CROWN COLA 6 16-OZ. BOTS. **59¢**

Market Basket Sundries

TERRIFIC VALUES! LARGE VARIETY! MID-SUMMER TOY SALE ALL METAL, FRICTION OPERATED. PLANES, TRAINS, ROCKETS, CARS, BUSES, TRUCKS AND FIRE ENGINES. YOUR CHOICE EACH **66¢**

KITCHEN TERRY TOWELS 3 FOR **\$1.00**

SUPER ABSORBENT. LINT FREE, COLOR FAST, PRINTS & STRIPES

CARYL RICHARDS REG. \$1.25 **JUST WONDERFUL** 14-OZ. CAN **79¢**

PROFESSIONAL HAIR SPRAY. STOPS DETERGENT HANDS. REPLACES MOISTURE

JERGENS LOTION 12 1/2-OZ. BOT. **67¢**

REGULAR \$1.00

Market Basket "PAMPERED" Fruits & Vegetables

FANCY RED CARDINAL GRAPES 2 LBS. **25¢**

LARGE LE GRANDE NECTARINES 2 LBS. **29¢**

FRESH SWEET CORN 12 FOR **59¢**

OH BOY FROZEN CHEESE PIZZA 9 1/2-OZ. SIZE **39¢**

20-OZ. CHEESE PIZZA, EA. 69¢

PEPPERONI PIZZA 19-OZ. SIZE **79¢**

SAUSAGE PIZZA 9 1/2-OZ. SIZE **49¢**

MARKET BASKET INSTANT COFFEE 10-OZ. JAR, 95¢ 4-OZ. JAR **59¢**

MARKET BASKET

PEAS • BROCCOLI CUTS **6 \$1.00**

FRENCH CUT BEANS

MIXED VEGETABLES

CUT CORN

SPINACH 6 PKGS. **\$1.00**

BIRDS EYE FROZEN

BABY LIMAS • BRUSSELS SPROUTS **4 \$1.00**

BROCCOLI SPEARS

ITALIAN BEANS 4 PKGS. **\$1.00**

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Vacation Bible School

Christ the King Lutheran Church

2706 W. 182nd St.
Torrance, California

DA 3-6821

August 5-16, 9 A.M. - 11:45 A.M.

Classes for Kindergarten Through High School

"TEACH US TO PRAY"

Newberrys FURNITURE ANNEX

PRICE BUSTERS

BUNK BEDS

- MAPLE BEDS
- ENGLANDER MATTRESS
- LADDER
- GUARD RAIL
- BED RAILS
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\$64⁸⁸

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